

Fruity Freakies Rule! • Repro Cereal Boxes? • Collectors' Gathering

THE FREAKIE MAGNET

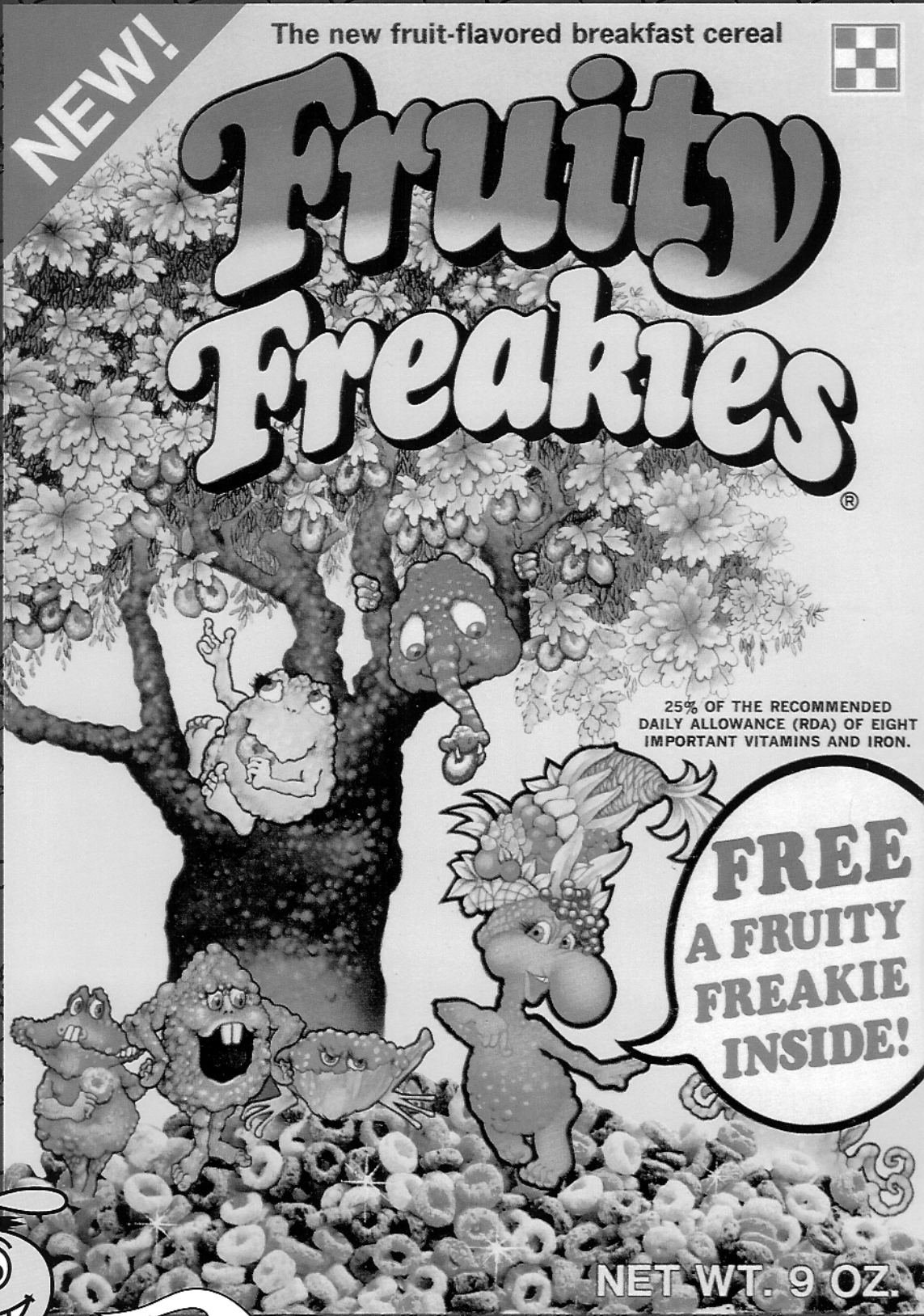
NEW!

The new fruit-flavored breakfast cereal



\$3.95

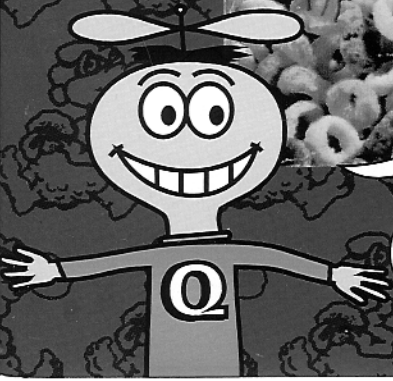
Fruity Freakies®



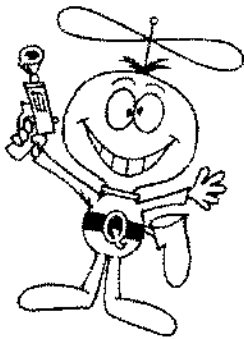
25% OF THE RECOMMENDED DAILY ALLOWANCE (RDA) OF EIGHT IMPORTANT VITAMINS AND IRON.

**FREE
A FRUITY
FREAKIE
INSIDE!**

NET WT. 9 OZ.

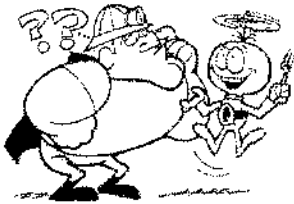


NUMBER 3
SPRING '95



Quisp

FANATIC TOY COMPANY
RALPH STOUT
1216 Mason Circle, Urbana IL 61801
(217) 344-4550

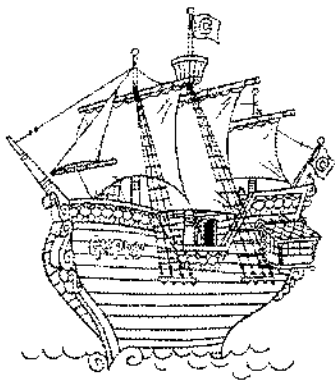
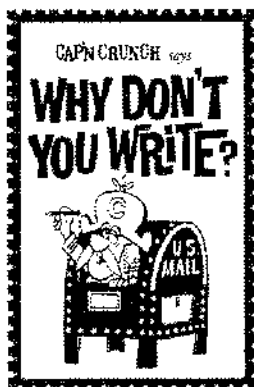


FOR SALE QUISP OR QUAKE T-SHIRTS
100 % COTTON WHITE T-SHIRT
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WORN BY QUISP&QUAKE FANS NATIONWIDE
EXTRA LARGE,LARGE, OR MEDIUM
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FOR SALE OR TRADE:
QUISP FIGURAL RING *TRADE
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ARCHIES RECORD \$25
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CAPN CEREAL BOWL (RED)

WANTED CEREAL OR FOOD CHARACTER
PREMIUMS FEATURING THE FOLLOWING:
QUISP OR QUAKE
QUAKE VOLCANO WHISTLE RING
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GRINS, SMILES, GIGGLES & LAUGHS
DICK DASTARDLY & MUTTLEY
PINK PANTHER
ERNIE THE KEEBLER ELF
MR. WONDERFULS SURPRIZE
BARON VONREDBERRY OR SIR
GRAPEFELLOW
MR. WAFFLES
KLONDIKE PETE
FREAKIES
QUANGAROOS (SIMON)
CHOCOCRUNCH AND OTHER CAPN
SPINOFFS
ATOM ANT TOYS
ANY OTHER ODDBALL STUFF!!!



WELCOME TO THE SPRING '95 MAGNET!

Welcome to the Freakie Magnet, the Cereal Collectors' magazine! Spring is here, and you know what that means: it's flea market time! For those of you who are new at this game, flea markets (also known as "swap meets" on the West Coast) top the list of great places to find cereal prizes. Remember to look carefully in peoples "junk boxes," and don't pay more than a quarter, especially if the prize you find is worth \$100 or more! And how will you know what the prizes are worth? Keep reading the Freakie Magnet!

Happy Hunting!



ANNOUNCEMENTS

FEBRUARY 18: The Freakie Magnet met Jackie End, Creator of the Freakies! The Magnet viewed Jackie's collection of rare Freakies memorabilia, including a Hamhose Good Friends Medal, three Freakies animation cels, a dozen Freakies flats, and a set of the original green and orange rubber Freakies figures embedded in a slab of lucite! Stay tuned, a video interview of Jackie which includes nine Freakies commercials will be released this Summer!

WEEK OF MARCH 5: Our editor was featured (along with his collection of (gasp) new cereal boxes) on "Collector's Showcase," a local television show. Curious readers can obtain a copy of the show for \$5 plus \$3 S+H. Please send money orders to Kevin Meisner at the Freakie Magnet address.

MARCH 18: The Magnet travelled once again to Atlantique City! Amongst the 1800 booths there were a number of cereal boxes and prizes for sale, including a fine selection of Captain Crunch spin-off boxes (Steve Glew) and an Orange Bossmoss ring (Mike Frigerio)! Present were Jeff Gauthier (CT), James Koval (NJ), Chris Orlando (NY), Brian Razzi (PA), the Bloom family (MD, Toy Traders!) and many others. Sorry if we missed you but we were only there Saturday. See you at the October Atlantique City Holiday Fair, or perhaps sooner in Baltimore at the Collector's Mart!

APRIL 21: Cereal collectors and other curious folk will congregate at Quake Collectibles on Friday, April 21 starting at 2 p.m. for the FIRST EVER Cereal Collector's Mini-Convention! Bring yourself, your best cereal boxes and prizes to show, and also stuff to sell or trade. Be ready to talk (and eat?) cereal! For more information contact David Gutterman at Quake, (312) 404-0607. We will be there!

Retraction: A representative of the Leo Burnett Company, Inc. contacted the Freakie Magnet with the following information: Mr. Leo Burnett, who founded his own advertising agency in Chicago in 1935, was mistakenly credited with having sold Kellogg's cereal package flats in Freakie Magnet #2. This sale could not have taken place since Mr. Burnett passed away in 1971. A call to Quake confirmed that the individual who sold the flats was a former Leo Burnett Co. Inc. employee. Our apologies for the confusion!



THE FREAKIE MAGNET
©1995 BY KEVIN MEISNER IS
A CEREAL COLLECTOR'S MAGA-
ZINE FOR EVERYONE!

Address all inquiries to: Kevin Meisner,
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VA 22201, or call 703-527-3485.

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30 words FREE!

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Full Page: \$100
Half Page: \$50
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Cover illustration: Fruity Freakies Box
by Ralston Purina®.

**SPECIAL THANKS TO ALL
FREAKIE MAGNET SPRING
1995 CONTRIBUTORS!**

GRUNCHY NUGGETS

Free Flair "Hardhead" Pens from the cereal that will draw a smile.

FREE \$2.37 VALUE

GRISS SMILES & GIGGLES & LAUGHS

Here's an offer that's sure to put a smile on every kid's face.
 3 Flair pens — red, blue and black — free with 3 purchase seals from GRINS & SMILES & GIGGLES & LAUGHS*, the sweet, crunchy cereal that'll make you giggle all day long.

*This \$2.37 value is yours free — and that's what you'll get with each mom's bowl. You can get 2 sets of these 3 Flair pens for only 5 purchase seals.

See specially marked packages of GRINS & SMILES & GIGGLES & LAUGHS* for details, or fill out the order blank below.

And here's 7% off your first purchase.

NAME _____	MAIL TO: CLOUTIER Pen Office P.O. Box 8889 Schlack, MO 65132
SEND ME 3 purchase seals for one set of 3 Hardhead Pens.	
OR 5 purchase seals for two sets of 3 Hardhead Pens.	
NAME _____	
ADDRESS _____	
CITY _____	
STATE _____	
Offer good only in U.S.A. Offer ends 12/31/88. While supplies last. No cash value. Not redeemable for other products. Some restrictions may apply. © 1988 Cloutier Pen Company. All rights reserved.	

7c

Grits Smiles & Giggles & Laughs Cereal

At the store, look for the 3 Flair pens. Each set includes 3 pens. The pens are made of plastic and are designed to be used as writing instruments. They are also designed to be used as drawing instruments. They are also designed to be used as... (text continues)

STORY COUPON

7c

article. Write back or something, I'll send you my next issue of Live Beat when it's out.

Love and Chocolate,
Yael

Yo Yael,
Thanks loads for the arti-
cle and the plug to Seth
Friedman! Have I, a
humble Freakies collector,
hooked you on Pez dis-
pensers? Cereal dudes, if
you have an extra Pez
dispenser lying around,
send it to Yael at 3238

Lenape Drive, Dresher, PA 19025. She'll really appreciate it! And she'll probably write you back!

- Ker:

Kevin,
I got your first issue of The Freakie Magnet from Quake Collectibles in Chicago. I have enclosed an article I wrote for you to use in The Freakie Magnet. Good luck and I look forward to the next issue.

Ken Thompson
Bloomington, IL

Your "Sugar-Charged" pal,
Steve Wann, Baltimore, MD

Hey Steve!
Thanks for another vote of confidence!
Jackie and I are putting together a video-
tape that will have me interviewing her
about the Freakies and which will include
at least TEN full color Freakies cereal
television commercials! I think the tape
will go for \$24.95 and should be done
sometime this summer. Stay tuned, we'll
probably be advertising this Freakies
milestone next issue. I'll make sure your
question is answered on the tape by
Jackie!

-KeV

Kevin,
Please register my vote for bringing
the old Freakies back onto store
shelves. I'd love to see this happen.
Thanks!

Ronnie Salinas, Jr.
Morgan Hill, CA

*Ronnie,
Will do! P.S. Cereal collectors! Watch for
Ronnie's special feature article on
Monster Cereals in the Fall '95 issue of
the Freakie Magnet!*

-KeV

Hi Kevin!
Yo - Thanks loads for the Freakies (cool sparklies) and the Pez dispensers! Since I last talked to you, I got two others: Mickey and a duck coming out of its shell. Cool! I also read about some Pez zine in a book, so I'll let you know when I get info on it. Thanks for that address (S.J. Glew), too. I got a call from Seth (Factsheet Five) Friedman who's printing my article!! I told him to make The Freakie Magnet "editor's choice." He said he'd think about it, and to tell you he likes it. So good luck and all! Well, enclosed is my Trix

Ken,
Thanks for the article and your letters.
You inspired the "Fruity Freakies Rule!"
section of this issue of the Magnet.
Thanks again!

$$-Kev$$

Kevin,
Thanks for The Freakie Magnet. It was great fun!! In the zine no one mentioned Freakies Flags or Flip-n-Flys. Was that because they were in Fruity Freakies? Or were they forgotten? I was inspired to draw up a

strip, feel free to use it if you like it.
Keep up the great work!

Best Wishes,
Ed Decker

Ed,
Thanks so much for the Freakies comic strip. You'll find it on the back of this issue. Jackie End really enjoyed it! You'll see the Flip-n-Flys in this issue in the "Fruity Freakies Rule!" section of this issue. We'll get to the bicycle flags at a later date!

-Kev

Kevin-
Do you remember a cereal in the "Count Chocula/Frankenberry" family line called "Berrywolf" or something like that? It had a werewolf mascot. Just wondering! (Some of the cereal eating kittens of Trippencat Artistworks say that this product never existed!)

Burgin
New Orleans, LA

Yo Burgin!
The cereal eating kittens are wrong! The cereal mascot you remember is "Fruitbrute." Tell the kittens to go see the movie "Pulp Fiction." A box of Fruit Brute is prominently displayed in one of the scenes! Thanks for writing!

-Kev

dear...um...kevin...
this is kind of funnycoz you don't no me but ...um... jackie said i cud right you the letter instead of her coz i'm yur favorite freakie i felt kindaweird when she told me
coz..uh...well...reely i kind of like not to be noticed you no? and i was surprised everybody did (cept for when they had to make cocoa freakies for me coz i got so weirded outfor chocolate) but i guess its ok that you noticed me as long as you lyke me... i no i type funny but i can't help it koz i only have tentacles an no fingers and there's only six of my tentacles and the computer is for people

with ten fingers like jackie...also ime not reely a good speler
shes sitting here watching me shes afraid i'll crash her computer whatever that means anywayz she said to say she sent all the package backs inclooding some of the first stories that nobody saw and some of the scripts nobody saw and also the history of us. volumes 123 and 4 and also 1 of the letters she found from ralston she might not bee able to get the dubs of the spots in time for this package but sheell send them by the end of the week and bossmoss snorkeldorf grumble cownumble gargle are all here waving and saying to say hello to you but goody-goody is jealous that shes nnot yur favorite and so shes sending you a big wet rasberry sometimes i really don't like her if you want you can change her to yur favorite freakie and i wont mind coz weir all going to have to get raincoats and umbrellas if she keeps this up
well..um...jackie's gonna make me a hamsandwich now so i have to go

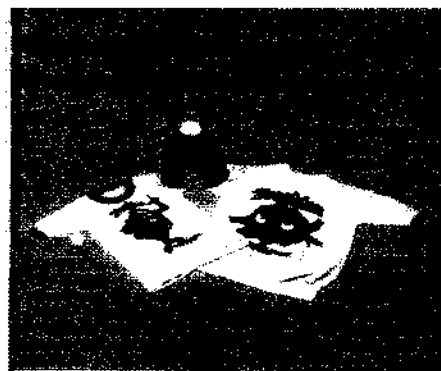
best reegards
HAMHOSE

Dear Hamhose(!),
Thank you so much for taking the time to write to me. I have been your fan for over 20 years! You can tell Goodygoody that she was my FIRST Freakie so maybe she won't be so jealous. Tell Jackie how much I appreciate her cooperation and friendliness. I knew she was cool since she created you! Thanks again!

Yours truly,
-K ev

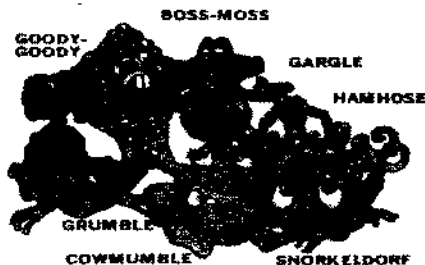


"What are you lookin' at?"



Child Sizes: 2-4, 6-8, 10-12, 14-16 Adults: S, M, L, XL

Enclose full payment by check or money order payable to: "Freakie Wearables" and TWO Freakie Proof of Purchase Seals from Freakies Cereal. No stamps or cash please. Select Freakie Character for item/s wanted from Freakies below.



Freakies

Wearables Official Order Form

FREAKIE CHARACTER	ITEM CODE	SIZE CHILD/ADULT	NO. ITEMS	COLOR	UNIT PRICE

TOTAL PROOFS ENCLOSED _____

TOTAL AMOUNT ENCLOSED _____

MAIL TO: **FREAKIES WEARABLES**
1226 Ambassador Blvd.
St. Louis, Mo. 63132

Please Print Clearly:

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

Please allow 4 weeks for delivery. Offer void where prohibited by law.

Ramblings Down the Cereal Aisle

by Ken Thompson



One of the things I am sure of in life is that I am a collector. I'm sure my parents wondered why a five year old was insistent about getting all the cards in the first series of Wacky Packages. I'm sure I wondered myself, but I had to have them, and I still have them.

Cereal has always been important to me. I loved the little plastic toys inside. To this day my sister still taunts me with the story of how I, age 10, opened a box of Freakies in the supermarket, took the prize, a Bossmoss figure, and put the box back. Sadly, after adolescence the cereal feelings died down. I still liked to stroll down the cereal aisle, but there were lots of other things to collect, mostly comics.

Well, since things have a tendency to come full circle, about four years ago I found myself pining away for the good old cereal days. And then, I got the sign! I found a stuffed Quisp doll in great shape at a junk shop for a couple of bucks, and I decided to jump into cereal collecting with both feet.

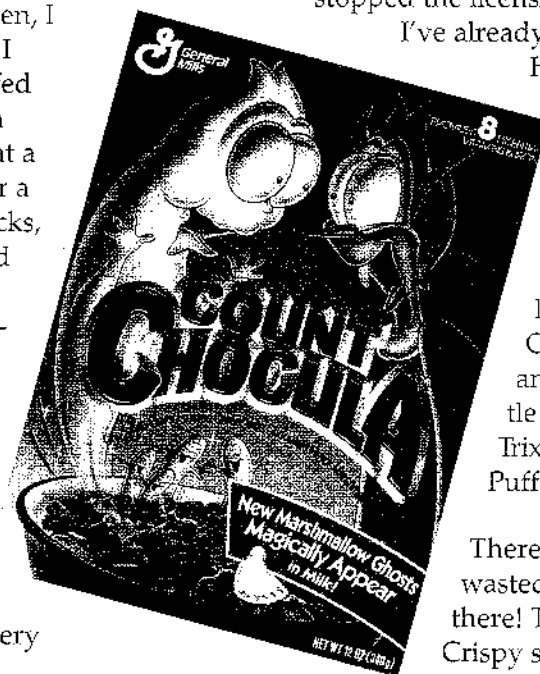
At first, I could expect to find a cool cereal box every

other week or so. Now, however, I'm lucky if I find a good box once every three months, and even then it's usually some Count Chocula variation. What's happened is that a lot of cereals aren't marketed for the kids the way they used to be. I hate to admit it, but most cereals are downright boring these days! Ralston's pretty much out of it and so is Post. Kellogg's has done Nickelodeon and Disney to death. Quaker is a little interesting here in Illinois because we seem to be a test market. We see Triple Crunch and Deep Sea Crunch as well as Quisp. But they haven't done anything with Quisp in ages, and I wish they would bring back Smedly and the Crunch Berry Beast!

Today, the Big G cereals are the most interesting. The Sprinkle Spangle Genie and Robot from hidden Treasures are the only new mascots I've seen since Ralston stopped the licensing game. But

I've already seen ads for Hidden Treasures without the Robot, and I've heard that the Sprinkle Spangle Genie is history, too! I love the neon Chocula boxes, and they get a little creative with Trix and Cocoa Puffs, too.

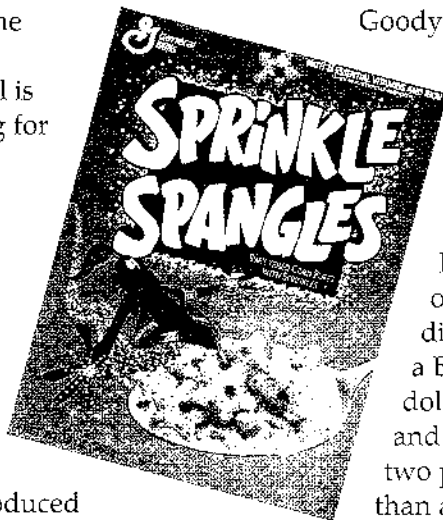
There is so much wasted potential out there! The last two Rice Crispy spinoffs had no



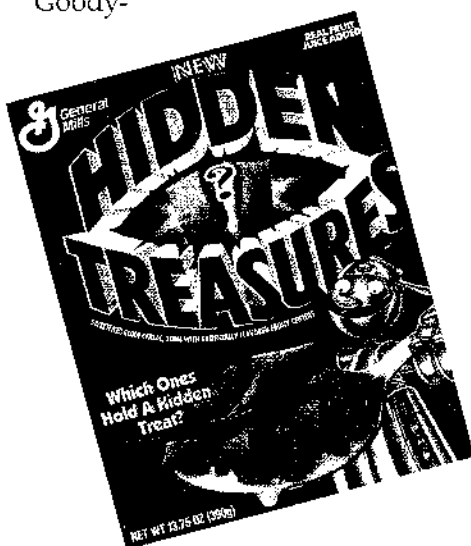
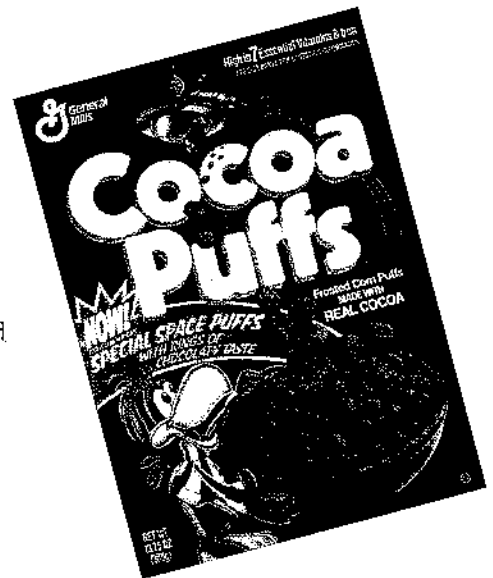
mascot, and the new Pop Tart Crunch Cereal is just screaming for the return of Milton the Toaster!

Don't get me wrong, cereal itself isn't dying. There are new cereals being introduced monthly, almost weekly. What IS dying is the CREATIVITY involved in making a new kids cereal. It's kind of sad to think that there may never be a next Captain Crunch or Tony the Tiger. I guess they think "Why create something new when the old standards still sell?" There is plenty of room for new mascots out there! No wonder we all pine for the past, when the present's not much to look at!

Afterlogue: This past summer I found myself in Las Vegas. I went to the big toy show out there. Toy shows scare me because while you do see a lot of great stuff, a lot of it has a whole bunch of zeros in the price tag! I tried to be as frugal as possible, but I spent a ton of money. I needed a Goody-



Goody Freakie figure to complete my set and I was lucky to find one. I thought it was weird that she had a Carmen Miranda fruit hat on her head, but it was only two dollars so I didn't argue. I also found a Bossmoss ring for two dollars. I wrote to Kevin and found out that these two pieces are worth more than anything else I picked up! Go figure! That's what makes collecting worthwhile. It's a treasure hunt and every so often you get lucky!



CEREAL PREMIUMS

Boo Berry Compartment Ring - C8	\$55
Boo Berry Toothbrush Holder	\$22
Bullwinkle- Moosylvania Button - Small	\$5
Camel Trains - MIP - R & L	\$24
Cap'n Crunch Comic - Fountain of Youth- 1965 - C8	\$29
Cap'n Crunch Sea Dog Spy Kit	\$25
Captain Video Space Men	\$15
Freakies Iron On Patches	\$11
Freakies Rubber Figures- Various	\$22
Funny Face Mattel Contest Forms - 1968 - C10	\$15
Hanna Barbera Put Together Figures - Various	\$25
Jungle Book Charms - Baloo/Hathi - Kleenex premiums	\$9
Jungle Book Disneykins - Baloo/Shere Kahn - C4	\$9
Lady and the Tramp - 4 Vacuform Dogs by Scotch Tape	\$160
Pals Vitamins & Capt Kangaroo Book - Cool	\$25
Pink Panther Spy Scope - C9	\$75
Trix Rabbit Parachute Figure - Blue	\$22
Twinkles Sponge - Cut Out - Orange	Trade
Vulture Squadron Rubber Figures - Various - 1970	\$25

CEREAL BOXES and PACKAGING

Alpha Bits - Mickey Mantle Front/Baseball Card back	\$225
Cheerios - Star Trek the Next Gen - 1988	\$15
Corn Flakes - Superman Rocket - 1956	\$275
Funny Face Package - Various	\$6-\$10
Pop Tarts Box w/ Stick up for Breakfast Offer - 1976	\$20
Raisin Bran - 3D Baseball Cards - Willie Mays - C10	\$180
Rice Honeys - Buffalo Bee - Whirley Twirly Offer - C10	\$35
Rice Krinkles - So Hi - Early 60's - C6	\$60
Rice Krispies - Woody Swimmer - C6 - Stains	\$70
Royal Gelatin Box w/ King Royal on the Front	\$15
Twinkles - 1961 - C9	Trade

TICK TOCK TOYS

Dan Goodsell and Steve Roden

PO Box 342 Culver City CA 90232 310-815-0465

Call for availability. Postage is \$3. Checks to Dan Goodsell.
Send want lists. We are always buying boxes, premiums, etc.

Fruity Freakies Rule!

by Kevin Meisner, inspired by Ken Thompson

"THE DAY GOODY-GOODY LOST HER MARBLES"

or "How come there's a fruit-flavored Freakies cereal, too?"



ACTUAL PHOTOGRAPH... taken on the day Goody-Goody lost her marbles.

A long, long time ago (two weeks to be exact), the Freakies were having breakfast and discussing world affairs when Goody-Goody came out with a startling statement. "Fruit!" she said. "Fruit?" they asked. "Fruit!" she answered, adjusting the bon voyage basket perched atop her head. Perplexed, BossMoss asked her to explain. "I like fruit," she said. "Why else would I wear this dumb basket of fruit on my head?" BossMoss said it was true. Either Goody-Goody liked fruit an awful lot, or she had lost her marbles. Because, as he put it, "Nobody but a fruitcake wears fruit on their head."

To which Gargle replied: "Of course! How stupid of us! It's the old Chocolate/Vanilla Theory. Or, in this case, the old Plain/Fruit-Flavored-Theory. You must

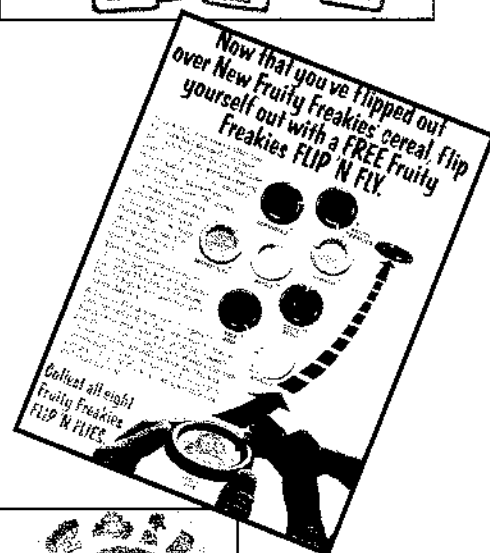
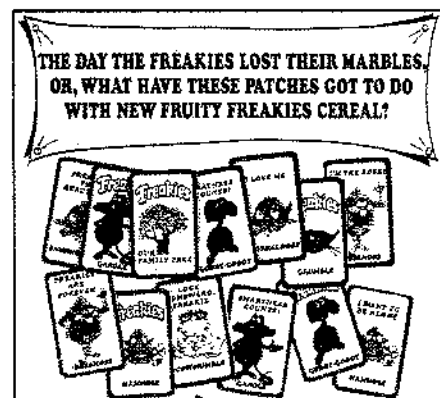
have a choice: I must have a choice. They must have a choice. We must ALL have a choice."

To which everyone replied: "Huh?" To which Gargle replied: "Don't you see, fellow Freakies? It's all so simple. Beloved as our original Freakies cereal is, we all deserve a choice. We all deserve the right to eat a fruit-flavored Freakies cereal whenever we choose! And I, being the most educated of our little group, being the one who has read the entire encyclopedia from cover to cover... I shall take it upon myself to develop a seed that when planted, will grow into a lovely tree bearing fruit-flavored Freakies cereal. And all the world shall be a stage... and all the Freakies merely players with a choice of what to have for breakfast!"

And so it was. And so it is. That today, the world may have a choice. Crunchy, sugary, original Freakies cereal, which is loaded with vitamins. Or, new crunchy, sugary Fruity Freakies cereal, which is also loaded with vitamins.

P.S. As you probably already know, there is a wonderful lifelike statuette of Goody-Goody wearing her bon voyage basket, packed free inside this box. This is the Freakies' way of reminding you that people who wear fruit on their heads, should always explain why they're doing a dumb thing like that.

ACTUAL SIZE ►



BOWL SIZE:
7" DIAMETER
MUG SIZE:
3-1/2" HIGH

Argh! Someone other than me found the Goody with a fruit hat on her head! Oh well, I hardly had any Freakies a year ago! Now I've got hundreds and I publish a cereal magazine! Go figure, indeed!

Anyway, Ken's Fruity Goody-Goody score inspired me to share some Fruity Freakies knowledge with you. On the back of the Fruity Freakies box offering the iron-on patches, GRUMBLE is the one who invents Fruity Freakies. But when you watch the Fruity Freakies TV commercial, you'll see that Goody-Goody is the first to appear on the scene wearing her fruit hat, which magically

appears on one's head after one tries some Fruity Freakies. Poor Grumble, skeptic that he is, becomes the second to try Fruity Freakies ("How do I get this [fruitbasket] thing off?").

A copy of the original script for the Fruity Freakies box back (from Jackie End), dated April 30, 1973, confirms that Goody-Goody was intended to be the founder of Fruity Freakies. Why, then, is Grumble credited on the box back? I think that since Goody-Goody was always so mean to Grumble, Bossmoss got Goody back by giving Grumble recognition on the box!

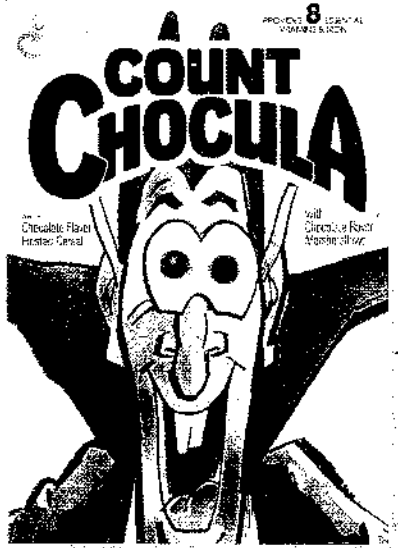
In addition to 20 different iron-on patches with pictures of the Freakies and the Freakies Tree with the very favorite sayings of each Freakie, Fruity Freakies brought us flip-n-fly, a matching mug and bowl set (send away for it for two proof of purchase seals and \$2.25) and the now-famous Goody-Goody fruit hat figure. I remember the special Goody figure, and it was impossible to get one back in 1973! I'm not sure if the bicycle flags came in-Fruity Freakies, maybe we'll solve that one later. But make sure you collect all 20 patches!

CONTEMPORARY CEREAL BOXES FOR SALE.

Boxes are \$20 each. Mailed flat, postage paid. Only one of each for sale.

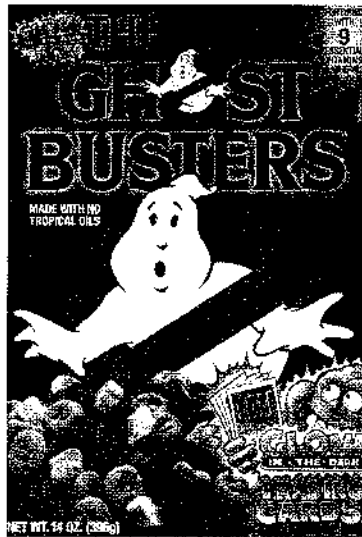
COUNT CHOCULA

"flicker eyes" (1990) plastic eyes glued to portrait of Count Chocula similar to TRIX "hypno-eyes" box.



FRANKENBERRY

"flicker eyes" (1990) plastic eyes glued to portrait of Frank.



GHOSTBUSTERS

"glow in the dark trading cards" (1988) printed on box, glow-in-the-dark front logo, side and back.

WHEATIES

LA Lakers (1988) Champions includes Magic Johnson.

FREAKIES "3-stickers

in-pack" (1987) features all characters in space scene on back (no stickers).



GHOSTBUSTERS

"glow-in-the-dark Slimer door hanger" (1989) printed on box, side and back in glow-in-the-dark.

CEREAL ART!

Commission a painting of your favorite cereal character! Price ranges from \$45 to \$90 depending on detail. Anything goes! Have fun! Write or call for more information!

Wanted: Aurora MONSTER SCENES plastic figure kits: Vampirella, Victim, Dr. Deadly, Frankenstein. NUDIST MAGAZINES from the 1960's. Good prices paid, also good trades!

Send for list of reproduction boxes and other cool stuff for sale.

MICHAEL VOLLMER

(619) 634-1692

249 S. Hwy 101 #230

SOLANA BEACH, CALIFORNIA,

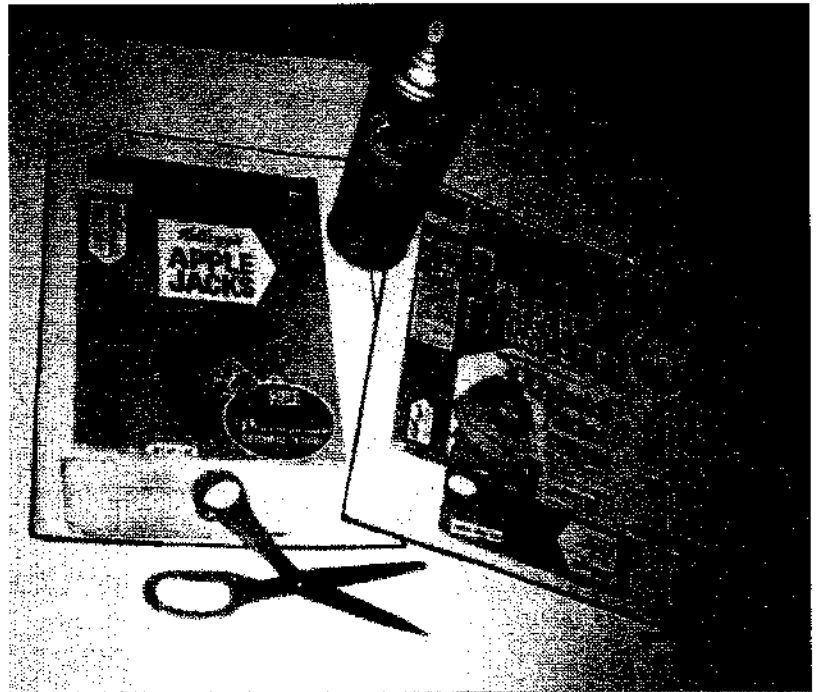
USA 92075

How to Make Reproduction Cereal Boxes

by Mikal Vollmer

What You'll Need:

- A. Spray Glue
- B. Newspaper
- C. Posterboard
- D. Scissors
- E. Yardstick
- F. Ice Pick
- G. Screwdriver
- H. Glue.



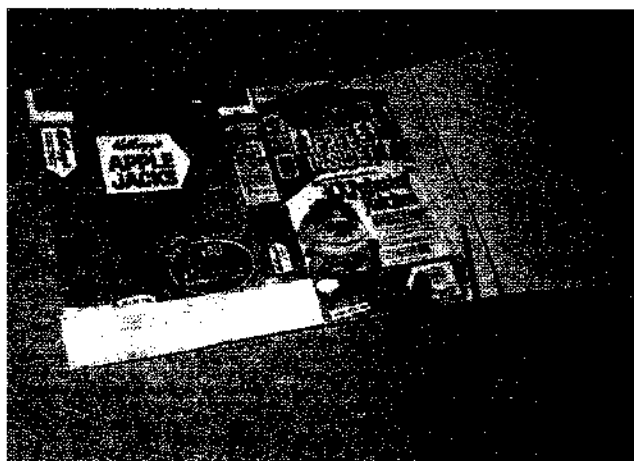
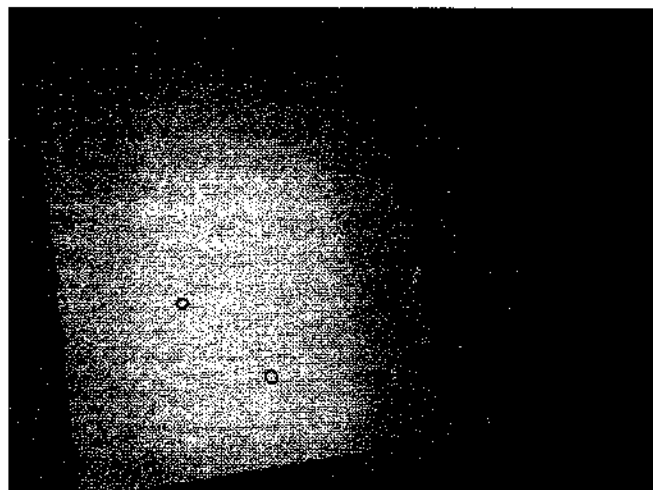
Now Follow These Seven Easy Steps!

- 1. PHOTOCOPY** both sides of the 11 x 17 cereal box.
- 2. CUT** right side of back piece; and left side of front piece (leave 1/2" "flap" on left side of front piece).

- 3. SPRAY GLUE.** Front piece first. Lay front on newspaper (outdoors). Spray evenly. Pick up by the edges, bring inside and lay onto right side of posterboard (Roll: start at bottom edge and roll to avoid air bubbles). Rub flat with smooth cloth. On clean piece of newspaper, spray back. lay over "flap" of front piece, roll. Rub with cloth.



- 4. SCORING** (the folds). With an ice pick and yardstick, measure to “above,” “below,” and “side” edges of box folds. Poke a hole through posterboard. Turn posterboard upside down. Connect the dots with the yardstick. Scrape a shallow valley with the edge of a screwdriver.



- 5. CUTTING** Turn board back over; cut out box with scissors or x-acto blade.

- 6. ASSEMBLE.** Easy to fold on scored lines. Fold into position. Elmer's glue or glue gun the bottom and side flap. Hold until dry (3-5 min.)
DON'T ASSEMBLE. Fold on the center fold and store flat. Easier to recopy; easier to package for mailing; easier to keep with other cereal boxes



- 7. IMPRESS YOUR FRIENDS** with the vast coolness of rare old cereal boxes available as reproductions! By Mikal. Special thanks to Duane D. and Randy J.



RONNIE SALINAS

PO Box 1313
MORGAN HILL, CA 95038
(408) 779-2753



1	Toolie Birds—7 different	\$15 each	46	Sugar Bear Bike Reflector (Robots)—2 different	\$5 each
2	Daffy Dogs—5 different	\$10 each	47	Sugar Bear Small Figure	\$5
3	Moonstones Racer—Tureymoon	\$15	48	Sugar Bear Small Alligator Figure	\$8
4	Moonstones Magnet—Merrymoon	\$10	49	Sugar Bear Small Bull Figure	\$7
5	GGSL Stringwalker—Grins	\$15	50	Cap'n Crunch Small Figures—set of 4	\$20 set
6	GGSL Stringwalker—Giggles	\$20	51	Cap'n Crunch Small Figures—4 different	\$6 each
7	GGSL Magnet—Grins	\$8	52	Cap'n Crunch Deep Sea Crunch Box	\$15
8	GGSL Magnet—Giggles	\$8	53	Cap'n Crunch Wallet w/Money	\$12
9	GGSL Magnet—Smiles	\$10	54	Cap'n Crunch Sea Cycle	\$20
10	GGSL Magnet—Laughs	\$8	55	Freakie Cars—set of all 7	\$20
11	Chief Bigwheel Iron-on	\$5	56	Freakie Ad w/Coupon—1987 (no graphics)	\$5
12	Tony the Tiger Astronaut Button—1960s	\$10	57	Sneez, Crackle, Pop Iron-on Patch—1979	\$7
13	MPC Monsters Fritos Premium—6 different	\$8 each	58	Sneez, Crackle, Pop Coloring Book—unused	\$15
14	Dino Pencil Holder—1974	\$5	59	Peoples Coin Holder—1975 (Fred)	\$7
15	Count Chocula Racer	\$12	60	Peoples Coin Holder—1975 (Barney, MIP)	\$8
16	Frankenberry Racer	\$15	61	Peoples Dino Stuffed Doll (Catanian)	\$5
17	Frankenberry Toothbrush Holder	\$15	62	Sneezles Frisbee	\$7
18	Frank, Boo, Count Flat Figure Set	\$45	63	Sneezles Yo-yo (MIP)	\$5
19	Bar Flat Figure	\$20	64	Cookie Crisp Crook Stuffed Doll—1986	\$20
20	Totem Cup—set of 6	\$25	65	Navy Frogman, Large—1950s (no cap)	\$16
21	Single Totem Cups	\$10	66	Navy Frogman, Small—set of 3	\$22 set
22	Big G Card Game w/Monsters	\$8	67	Wheat Honey's Space Explorers Plastic Figures—1960s, 5 different	\$12 each
23	Frankenberry Playing Drums Ring	\$20	68	Piglet Bowl Hanger	\$8
24	Fruite Brute Secret Compartment Ring	\$70	69	Cowin Bowl Hanger	\$10
25	Fruite Brute Vinyl Doll	\$40	70	License Plates, Meta—1960s, 70s, 80s (MIP)	\$5 each
26	Frankenberry Moving Eyebow—1987	\$25	71	Post Dinosaur Coins—1970s, 6 different (MIP)	\$7 each
27	Monster Cereal Coloring Book w/other Big G Clvs	\$10	72	Cinnamon Toast Crunch Flicker Wallet	\$7
28	Count Chocula Moving Eyebow—1987	\$20	73	Corn Flakes Chicken Bite Reflector (MIP)	\$4
29	Count Chocula Pencil Bag	\$15	74	Jetsons Empty Box w/Hologram Sticker	\$10 each
30	Tony the Tiger Treasure Box	\$5	75	Action Stars GI Joe Figure, Lifeline	\$12
31	Tony the Tiger Frisbee Player	\$6	76	Kellogg's Astronaut Patches—1970s, 5 different (MIP)	\$8 each
32	Tony the Tiger Child's Cap w/Tail—1970	\$20	77	Quaker (?) Race Car Emblem Stickers—1970s, 4 different (MIP)	\$6 each
33	Trix Rabbit Whistle—1970s	\$8	78	Astronaut Stickers—1970s, 3 different (MIP)	\$5 each
34	Trix Rabbit Flicker Wallets—2 different	\$10 each	79	Lucky Charms Baking Soda Sea Creature—1970s	\$8
35	Trix Button, "Let the Rabbit Eat Trix"	\$6	80	Scream'n' Yellow Zonkers Figures, various	\$5 each
36	Trix Rabbit Cereal Bowl—1960s	\$20	81	Quake Original Animation Cel—1970s	\$80
37	Trix Rabbit Large Vinyl Figure	\$25	82	Kop-A-De-Man Comic Book—2 Issues	\$8 both
38	Toucan Sam Watch—1992 (MIP)	\$10	83	Nestle Quik Burnw Meets Superman Comic Book	\$5
39	Toucan Sam Iron-on Patch—1979	\$7	84	Fritos T-shirt w/Frankenstien earling chips	\$15
40	Toucan Sam Secret Decoder—1983	\$7	85	Pinback Buttons of Baseball Teams—1970s, 15 different (MIP)	\$4 each
41	Dig'em Frog Iron-on Patch—1979	\$10	86	Disney Wonderbread Bag Stickers—1970s, 2 different	\$3 each
42	Dig'em Frog 3-D Set (Safari)—1981	\$6	87	Guys Potato Chips Pinback Buttons of Baseball Teams—1966 (different than above)	\$5 each
43	Dig'em Frog Secret Decoder—1983	\$8	88	Mr. Zip Change of Address Kit—1967	\$12
44	Sugar Bear Plastic Figure (Shoelace Holder??)	\$3	89	Cap'n Crunch Square Cereal Bowl wall Characters, signed by June Foray (Brunhilda)	TRADE
45	Sugar Bear Bike Reflector (MIP)	\$6			



Why I Feel Sorry for the Trix Rabbit

by Yael Grauer

Frosted Flakes has Tony the Tiger. Clusters has a squirrel. Even Cheerios has a bee. But Trix? Well, Trix prides itself on the fact that they won't let the Trix Rabbit have any Trix. Why is this? Are we not taught as early as preschool the benefits of sharing? Is nothing sacred once kids hit elementary school?

Through the years I have pondered this time and time again. I have not as yet reached a final conclusion. However, I do have a hypothesis. Could it be that cereal advertisers believe that being exclusive will sell more cereal? If so, they do not know how wrong they are. Remember when you could vote on whether or not the Trix Rabbit would get to eat Trix? Of course we all voted that he should.

The Trix Rabbit is not a monster. He's not even evil. He is not trying to cause anybody any harm, like the Soggies or the Cookie Crisp thief. So why shouldn't he get any Trix? Don't the cereal advertisers realize that without his beautiful face on the boxes, they probably wouldn't sell any Trix at all? They should thank the Rabbit for giving them a paycheck! I am also pretty sure that giving the Rabbit Trix would increase sales . . . not to mention his eternal gratitude.

It was bad enough when the fun flavored circles got switched into different fruit shapes and somehow lost 90% of their flavor along the way. It's bad enough that you can rarely find fun prizes inside the Trix box. But I

tized, try to disguise himself and come up with ways to get Trix, all we hear is "Silly Rabbit! Trix are for Kids!" Not only is this verbally abusive, it also brings up a question: If Trix are for kids, why do they out the

Rabbit on the box, pray tell? And why can't they give him the *#!*%! Trix?

If you watch those Flintstones commercials, I'm sure you see Barney and Fred fighting over cereal. But remember around December when Barney pretends to be Santa and the real Santa shows up? If not, I'll just tell you that Barney got to eat it, since Christmas is the season of giving. This is the commercial that all other cereal advertisers should aspire to. There is enough cereal for you and the Rabbit, so LEAVE HIM ALONE!

I want to see Trix commercials where all the kids surprise the Rabbit by giving him Trix. They should admit that they were stupid all along, not to mention greedy and selfish and mean. I think that calling a

rabbit silly for trying to have fun is cruel and senseless, and that withholding Trix is animal cruelty as well. Let's protest. I'm not sure if this will bring about any change, but it is healthier than sitting around and doing nothing.



see no reason whatsoever why these greedy kids insist on calling a rabbit silly for wanting the same thing they take for granted. And while we, the concerned public, sit through endless amounts of commercials watching this poor creature get hypno-

How It Happened

(or why 83% of my bloodstream is cereal)

by Duane Dimock

Depending on my mood (time restraint, amused or bored) the response to the question—"Why do you collect cereal boxes?"—could be:

1. Quick Defensive Reply = "Why do people collect coins? All that ever changes is the stupid date, and when you get older, you gotta use a magnifying glass to keep collecting."

2. Go Away Reply = "Why not?"

3. Life Story (Rest of Article Reply) = I can not remember not eating cereal—it has always been there and has always been my staple food. I eat cereal for breakfast, lunch and dinner and mostly 24 hours a day. At any time I have at least 10 boxes open. Varied approaches to eating cereal are: raw, milked, cooked,

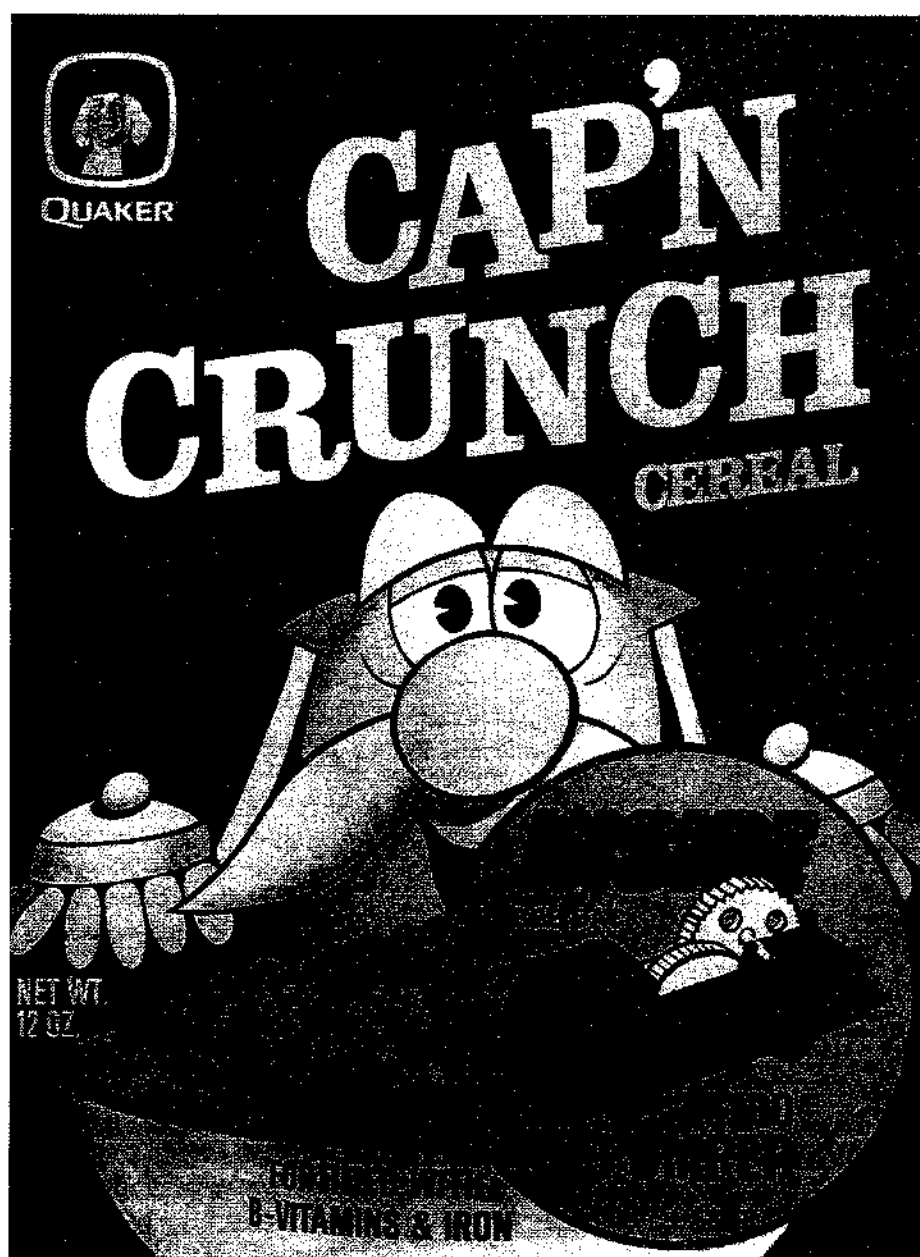
mixed brands, fried, crushed, soaked—through the years, I've tried them all. A favorite is leaving the bowl overnight in the fridge—adding just enough milk to soak the cereal—and in the morning having fun eating the crust formed on top. Of course different cereals absorb at different rates and retentions, so careful experimentation is advised.

Eating a bowl before school was always good, but eating it on Saturday morning was life at its greatest. I'd choose which type to eat and almost for sure I'd see MY brand commercial on TV. Combined with Hanna Barbera, Jay Ward, Superman, Batman or any other cartoon, life was blissfully happy.

Even into high school, Saturday mornings still had some magic left. But during college, I completely forgot to watch TV, yet cereal still reigned my main staple. When living in a dorm you usually have a communal cafeteria, ours was called Tawonka (no relation to Willy Wonka or Tonka Toys).

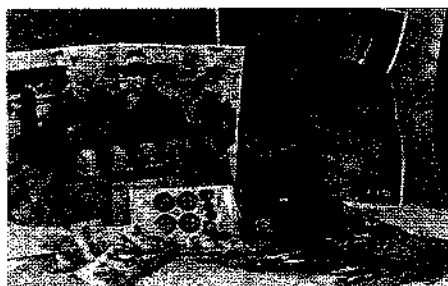
Tawonka had two large carts on each side of the cafeteria, loaded with opened cereal boxes for your convenient choice. There was Cap'n Crunch, Crunchberries, Peanut Butter Crunch, Alpha-bits, Honeycomb, Super Sugar Crisp, Trix, Kix, Cheerios, Frosted Flakes, Grape-Nuts, Raisin Bran and a few other adult cereals (college students are adults!). One shot cereals never appeared because only established brands were ordered.

Out of 3000 eaters, I was the only one who regularly put my antiseptic hands into the boxes fishing out the prizes. Over the 3 years (1975-1978), I dug out over 1000 prizes, of which I have around 200 now. During a



Cap'n Crunch offer for the 6" send-away gyro fire truck, I collected 150 proofs of purchase seals, which equaled 50 fire engines. I sent the first 90 stamps in and received 30 fire engines at the co-ed dorm. It seemed like the whole dorm was playing with the Cap'n Crunch fire engines I had dispensed that afternoon. There were races, fires and engines flying off the 7th floor dorm balcony. I didn't keep one of those darn send-aways.

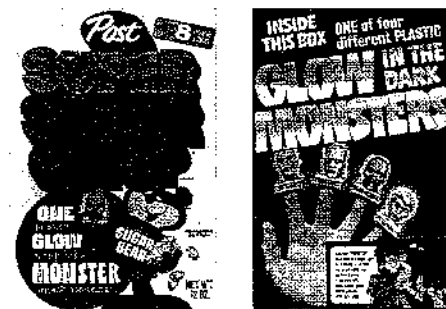
One of the most useful cereal treasures I got at Tawonka was the colored wide-tip markers free inside Alpha-bits. I gave them out as highlighters or mailed them to everyone I knew with large names on the envelope drawn with the wide-tip markers. They lasted for years, 'til they dried out. I also amassed over 30 Universal Monster glow-in-the-dark



Aurora plastic heads (never did find a phantom head back then), over 50 Universal Monster glow-in-the-dark posters, over 60 Three Stooges posters (some of these posters got plastered in the bottom gallery of the Grand Coulee Dam), over 60 Quaker soap shapers (used 'em in ceramics class), 40 Disney glass stickers, and many other stickers, patches, cards or whatever else was in the boxes.

Since I didn't get enough cereal at breakfast for my hunger, full boxes of cereal would be backpacked off the carts, accompanied with a fill-up at the milk dispenser, slinked back to the room and kept on the shelf for nightly rations. I acquired over 150 boxes, some of the cereal I would give to a few off-campus friends in more need of food, as they'd be

broke because of spending their granted money on beer and other necessities. During these years, for whatever reason, after an eventful date I would satisfy the second raging crave by gulping down a bowl of



cereal with milk— heck, I don't know why it came for a few years or why it left, but cereal was there!

On November 19, 1975, Euell Gibbons came to our college (Eastern Washington) to give a talk on edible wild plants. Throughout the 1970's he was the spokesman for Posts' Grape Nuts. So I thought, hey, why don't I get his autograph on a Grape Nuts box? After the talk I disguised myself as a plant and approached him very, very slowly (Not really). I had him sign two boxes including his middle name, just to have something different! Euell died a couple of years later, though I thought he would have lived longer with the healthy eating habits he projected. I gave one box to my high school friend Jay Bejot, who thought it very funny and amusing. 17 years later he found the semi-crushed box while moving and sent it back to me. Those two treasures started my box saving and have become part of the remains of eating through the years.



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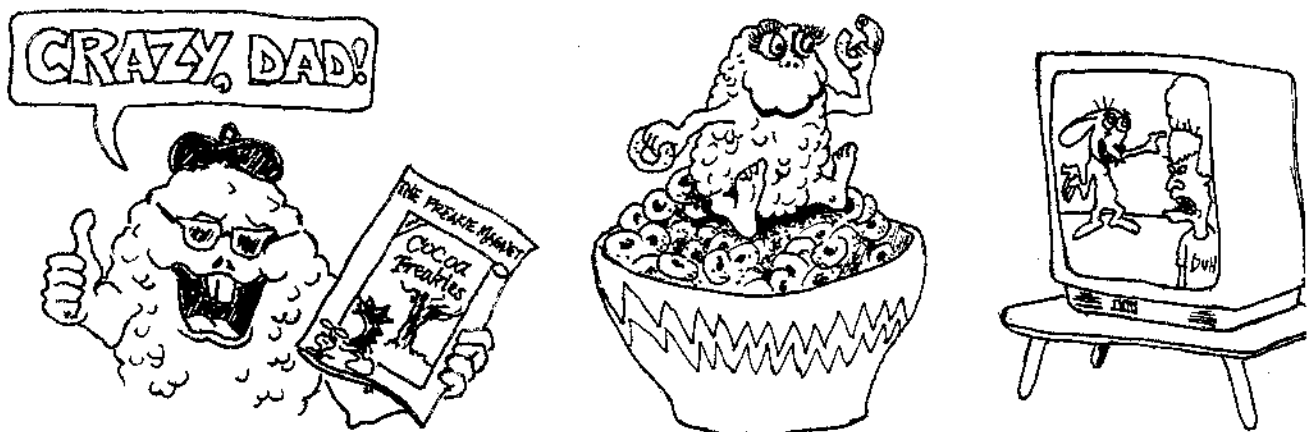
TOP TEN WAYS to Recapture Those Sugary Cereal Mornings of Our Youth

by Tim Williams

Nowadays, it seems that everyone is trying to recapture one era or another. They've had a Woodstock anniversary reunion while sixties and seventies fashions have come back in style (help us all!). But who needs all of that when what we really is a list of ways to celebrate the cereals of yore. Fear not, for here are the TOP TEN WAYS TO RECAPTURE THOSE SUGARY CEREAL MORNINGS OF OUR YOUTH:

- 10.** Buy a box of cereal just for the toy inside.
- 9.** Ponder just what happened to Quisp, Fruit Brute and Yummy Mummy.
- 8.** Eat all of the marshmallows in a box on cereal first, then throw away the rest.
- 7.** Find the one cereal prize your parents didn't throw away and put it under glass.
- 6.** Buy the cereal that turns the milk the weirdest color.
- 5.** Drink the weird colored milk after eating the cereal.
- 4.** Sing the theme song or repeat aloud the slogan/phrase used most often in your favorite cereal commercial.
- 3.** Eat the biggest bowl of sugary cereal you can while watching Saturday morning cartoons.
- 2.** Remember the box of cereal that didn't contain a toy surprise as advertised? Write the cereal-makers and blame them for scarring you for life.
- 1.** Tell all of your friends to subscribe to The Freakie Magnet!

[The magazine and author are not responsible for angry spouses, health problems or sugar comas which may result from trying one or more of the suggestions on this list. But please, let us know what happens!]



How to find Cereal Box Collections? Use the Media!

by Len Goldberg

As a cereal box/prize collector, you're of great interest and use to the Media, because you are of great interest and use to the audience. Cereal box collecting is inherently fascinating and visually captivating to the non-collector, and you can help some people turn trash into treasure!

For example, using the above angles, I recently generated feature news stories and talk-show segments on collectibles here in Ottawa, Canada. . . stories that either focused on myself or that used me as a source. This publicity generated dozens of phone calls from people with stuff to sell.

The publicity was overwhelming and FREE.

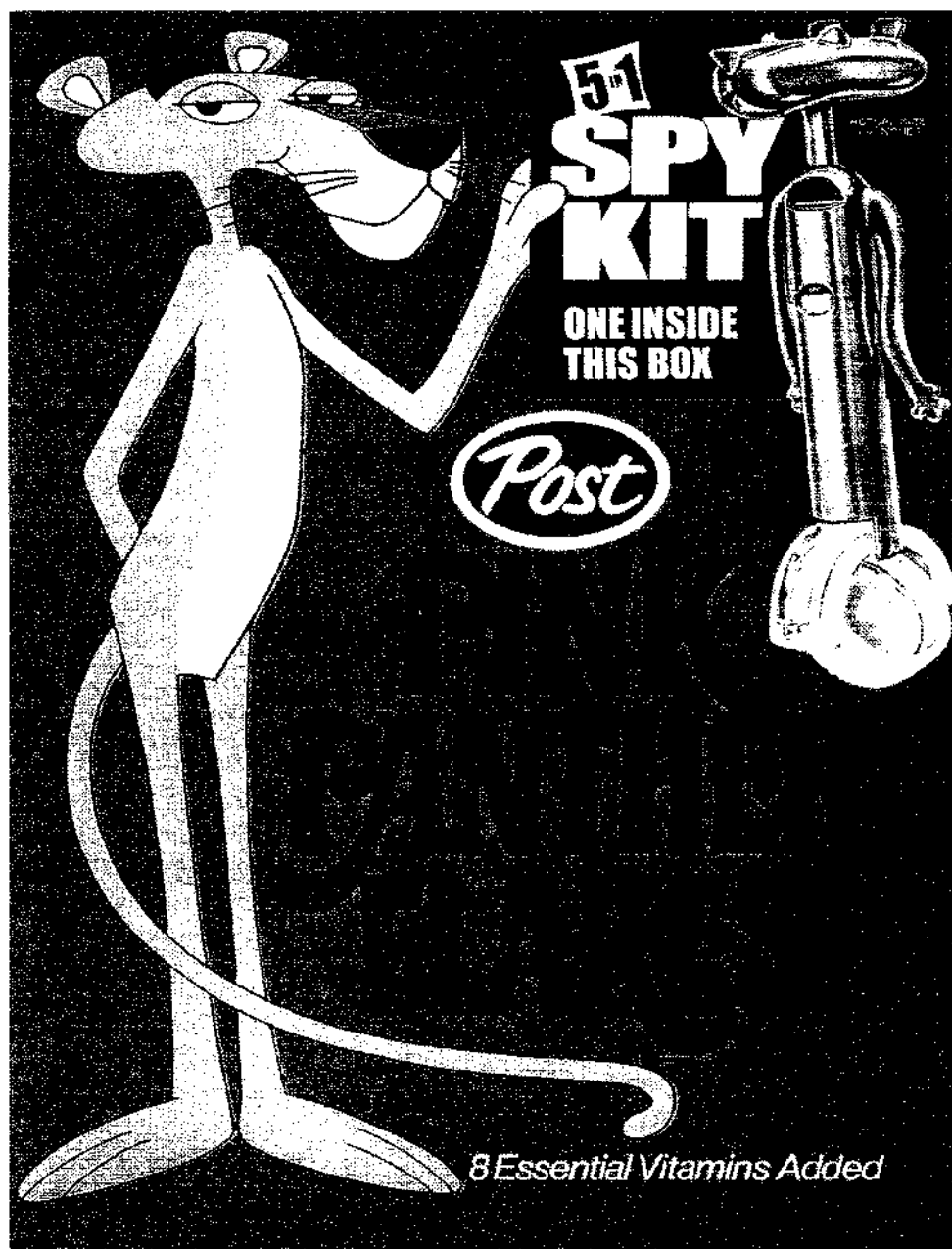
To generate similar publicity in your city, send or fax a proposal-letter to the media. The letter, above all, should emphasize that you can solve a problem for the media's audience, which is that non-collectors are always tossing out collectibles they think are trash, and therefore they're losing money. The solution, obviously, is that you can make people aware of the still largely unknown universe of collectibles and thereby help the media's audience to make money.

If you're unsure about whether people are still tossing out great stuff, consider this: One caller told me that, two months prior, her mother. . . a classic packrat. . . had passed away and left a basement-ful of cereal boxes from the 1950's through the 1980's. Thinking they were

garbage, the woman trashed every box!

In your letters to TV and newspapers, emphasize that your collection is visually captivating. Most people will be fascinated by video footage and photos of your Pink Panther Flakes and OK's with Batman periscope.

For more information on strategy, please contact me, Len Goldberg, at Box 64284, Ottawa, Canada K1Y 4V1 or (613) 798-8037 til' midnight EST. If your publicity unearths any cool cereal boxes, food packaging or fast-food wrappers, contact me for an offer!



FREE INSIDE!



Funny Fringes, produced by R&L Co. in Australia, 1969. Free inside Apple Jacks, Sugar Smacks, Puffa-Puffa Rice, and Corn Pops. (Photo courtesy Jeff Alley, information provided by Jon Anderson and Duane Dimock.)

CEREAL ITEMS WANTED:

A&W burger wrappers (except Papa); Chip-a-Roos cookies bag; Libbyland dinners; pre-1980 Cap'n Crunch ads. Minimum c-7.5+. Len Goldberg, P.O. Box 64284, Ottawa, Canada, K1Y 4V1. 613-798-8037 till midnight EST.

Advertising figurals wanted: Linus the Lionhearted bank, Quisp bank, Sonny boy, Choo Choo Charlie and passenger vinyl on paper mache base, Dairylea girl, Snoboy apples bank. Jim Rash 609-646-4125 call collect evenings.

Big Fan seeking twinkles box or copy and related items; Linus the lionhearted game and coloring book; Post Corn Flakes and Blueberries or other fruit boxes from 1966; Fizzies, Nestles Keen, King Stirr & Funny Face. Have television commercials including Twinkles, Quisp and Quake, Cap'n Crunch and others, plus two complete Linus the Lionhearted shows to trade for other needed video. Ask for

video catalogue. Scot Ennis, 337-B South Sunset, Ridgecrest, CA 93555. 619-371-1089.

Canadian premiums wanted: Monkees & Banana Splits rings, Cap'n Crunch figures, Disney premiums from Robin Hood, Aristocrats, Black Hole, Computer Wore Tennis Shoes, Love bug, Pete's Dragon, etc. Buy or trade premiums from Quisp, Cap'n Crunch, Frankenberry, Disney, Freakies, etc. Roland Coover, 1537 East Strasburg Road, West Chester, PA 19380. 610-692-3112.

Cards of Ben Hogan and Sam Snead from 1950's Wheaties boxes wanted. Cards appeared on the back of the boxes. Steven Griffith, 9859 7H-10 West, Ste. 245, San Antonio, TX 78230. 210-697-8861.

Cereal box collector wants to trade with others. Any U.S. regionals or foreign country boxes for my regional or USA boxes. Send sale/want lists. Bryan George, P.O. Box 567, Fremont, CA 94537-0567.

Cereal items wanted: Quisp, Quake, & Cap'n Crunch rings, Cap'n Kaleidoscope, Cap'n Guppy Ship, Banana Splits rings or premiums, Moonstones cars or magnets, Giggles walker. Quisp T-shirts for sale, \$16 shipped.. Ralph Stout, 1216 Mason Circle, Urbana, IL 61801. 217-344-4550..

Cereal Premiums wanted! Looking for Freakies flip-n-flys, mug and bowl set, clock, rubber figures. Also premiums from Jay Ward (Bullwinkle, Underdog...), Monster Cereals, Quisp/Quake and H.R. Puf-n-Stuf. Call early evening PST or write Darren Wells, 1300 Rosanna Circle, Las Vegas, NV 89117. 702-363-3500. Commercials wanted for Quisp, Quake, Simon and Cap'n Crunch. Always trading repro boxes and always looking for Quisp, Pooh, Jungle Book. Stuff to trade. Doug Mark, 905-689-3722 EST.

Dastardly and Mutley telescope and bi-planes, Post crispy critters snap-together plastic animals, H.R. Pufnstuf flute, Banana Splits, Quisp and Quake, vintage Cap'n

Crunch items especially rings, foreign Hanna Barbera and Looney Toons figural premiums. Any Underdog, Hoppity Hooper, Mighty Hercules, Funny Company. Ed Chernesky, 401-831-7705. 177 Laurel Avenue, Providence, RI 02906.

Desperately Seeking...Tigger! Spoonhanger, that is. Also Kellogg's Cavemen, Underdog. Lou Ann Belmont, 302-737-2707. 66 #2C Abbey Lane, Newark, DE 19711.

Freakies stuff! Need 3 patches (1975) Grumble, Goody Goody, Hamhose, 2 Snorkeldorfs for trade! Need boats, flip-n-fly, any fan club stuff from (yecch) 1987 - need Gargle and Snorky (or whatever their revised names are) 2" round stickers (1987). Mike Howlett, 5 Garden Court #5, Cambridge, MA 02138. (617) 661-0435.

Freakies Wanted: Iron-on patches, cloth patches, Hamhose magnet, boats, other rare Freakies. Bud Deegan, 4404 N. Montana, Portland, OR 97217.

Freakies Wanted! Figures, patches, boats, flip-n-flies, magnets, rings, repro boxes, commercials - Anything! Robert Wood, 2516 Kenilworth, Cleveland Heights, OH 44106. 216-397-7537.

Freakies prizes needed: 1) Hamhose Good Friends Medal from Cocoa Freakies (it's a 1.5" plastic disc with Hamhose on it saying "Thank you I feel so much better now." 2) Fruity Freakies Goody Goody fruit hat figure (see Fruity Freakies article in this issue). Many Freakies and other items to trade and sell. Send SASE for current sale list! Kevin

Meisner, 92B North Bedford Street, Arlington, VA 22201. 703-527-3485.

Funny Face wanted - fan club, buttons, drink stand, packages, store displays, booklets, etc. Top prices paid for items I don't have. Thanks! Dan Goodsell, P.O. Box 342, Culver City, CA 90232. 310-815-0465.

Goody Goody boat wanted to complete set. Also want any premium from Klondike Pete's Crunchy Nuggets. Contact Richard Fenick, 1081 Merillon Ave., Westbury, NY 11590. 516-338-0655.

Josie and the Pussycats erasers, Dick Dastardly Biplanes, Archie's Jalopy and Jungle Book spoon riders wanted! I also collect advertising dolls, figurines and commercials on video tape. Call Oscar, 213-483-5683 or write 1812 Grafton Street, Los Angeles CA, 90026

Monster cereal boxes wanted: 1970s Count Chocula, FrankenBerry, BooBerry, and Fruit Brute. I also want BooBerry boxes from the early to mid 1980s. Call Paul 516-795-2432 EST.

Now buying or trading for anything relating to the Monster Cereals, Count Chocula, Frankenberry, BooBerry, Fruit Brute and Yummy Mummy. Need all boxes, premiums, rings, ads, dolls, figures, cups, t-shirts, etc. Absolutely anything. Call today! Ronnie Salinas Jr., P.O. Box 1313 Morgan Hill, CA 95038. 408-779-2753.

Original Batman and D. Dastardly prizes wanted. Also paper copies of cereal boxes: 60s and 70s

Quisp, Batman, D. Dastardly and box with Robin Hood giveaway figures. Mike Alt, 6550 South 400 West, Berne, Indiana 46711. 219-334-5215.

Plastic Cereal premiums wanted, also any Funny Face premiums or old Hostess characters. Ken Thompson, 624 E. Mulberry, Apt. 2, Bloomington, IL 61701. 309-827-2549.

Toolie Birds, Quisp and Quake wanted! Also Quisp rings; Cap'n Crunch rings; Funny Face walkers; Grins/Smiles; all 1960s-70s cereal premiums wanted! Aaron Sultan, 3201 Arrowwood Drive, Raleigh, NC 27604. 919-954-7111.

Wacky Races, Dastardly and Muttley, Archies, H.R. Pufnstuf premiums wanted. Steve Wann, 9107 Covered Bridge Road, Baltimore, MD 21234.

Wanted: Cereal Boxes, especially Linus's, Crispy Critters, Twinkles, Frosty-O's; Cereal premiums, anything from the 60's-70's; Linus the Lionhearted board game. Will buy or trade. Call Gary Miles 717-684-6054, 28 North 5th Street, Columbia, PA 17512.

Wanted: Kellogg's Baking Soda Frogmen. Mark Trumper, #12 Copperfield Lane, Charleston, IL 61920. 217-345-7162.

Wanted: Monster Cereal items, Josies spoons, erasers, Dastardly items and any Addams Family, Munsters items. Chris Orlando, 701 N. Macquestern Parkway, Cereal Box 130, Mt. Vernon, NY 10552. 914-665-0311.

Wanted: Quisp bank, laser light; Quake helmet, print set, telescope, explorer's kit, etc.; Cap'n Crunch Guppy Ship, rings; and all

Moonstones, Grins Giggles, Buck Rogers and other early space premiums and toys. Write Anthony Ingoglia, Box 2956, Setauket, NY 11733. Or call 516-473-5144 anytime before 10 PM EST.

Wanted: Secret decoders or any large corny plastic rings. Old or new...not so much for collectibility, more for fun. Write me. Yael Grauer, 3238 Lenape Drive, Dresher, PA 19025.

Wanted: Sports cereal boxes, also have sports cereal boxes to sell or trade. Need Vanessa Williams and Ralston's WWF Superstars Hulk Hogan cereal boxes. Call Ed 412-266-7848 or write at 1018 Laurel Street, Ambridge, PA 15003-1760.

CEREAL ITEMS FOR SALE:

Attention! All cereal box lovers: We have all kinds of cereal boxes-some full, some not. Ranging from the 40's to the present, all conditions, some hard to find. All reasonably priced. Send SASE for free price list to: Herb Hastings, Rt. 1 Box 2, Cambridge, MD 21613.

Kellogg's Little People up for grabs! I have 18 of them and two original cereal box backs depicting most of them. Take the whole lot for \$60 plus \$3 postage, or buy them individually at \$3 each, box backs \$5 each. Postage extra. Call or write Sally Germain, 3611 27th Avenue SW, Naples, FL 33964. 813-353-3826.

Large selection of cereal items, rings, radio premiums, for sale or trade, i.e. Quisp, Quake, Cap'n Crunch, Monster Cereals, Lucky Charms, Trix, CocoPuffs, etc. Call or write Anthony Ingoglia, Box

2956, Setauket, NY 11733. Call 516-473-5144 anytime before 10 PM EST.

Lone Ranger Face Ring, \$75; Sugar bear 2" Figure MIP \$5; Cap'n Crunch detective kit, \$5; Holiday Lucky Charms 1990 with gift tags on box, \$5; Tiny Toon 1990 with fan cards on box \$5; Jetsons Holgram MIP \$5. Dolly Brush, 3300 Robinson Creek Rd., Ukiah, CA 95482. 707-462-0851.

Quisp cereal, King Vitaman Cereal, Fresh and tasty, \$5 a box + shipping; All kinds of Freakies reproduction boxes for sale, \$20 each plus shipping. Many Freakies and other cereal prizes for sale or trade, see my display advertisement this issue! Kevin Meisner, 92B North Bedford Street, Arlington, VA 22201. 703-527-3485.

Roberto Clemente Corn Flakes boxes, Pitts issues, flat, \$10, full \$15, postage included, also other boxes to trade. Ed, 1018 Laurel Street, Ambridge, PA 15003. 412-266-7848.

Send today for free price list of unopened and collapsed cereal boxes. A nice selection of unopened boxes including Mr. T, C-3PO's, Donutz, Freakies (1987), Jetsons, Hot Wheels, Urkel O's, Jerry Rice Wheaties, etc. Ted Grish, Box 360509, Milpitas, CA 95036.

Spooky and Casper devils food sandwich cookies-box, 1968 (c-8.5+) \$85 + \$4 shipping. Len Goldberg, P.O. Box 64284, Ottawa, Canada, K1Y 4V1. 613-798-8037 till midnight EST.

UK cereal boxes & premiums for sale or trade, (mainly film related) from Black Cauldron to Jurassic

Park- also interested in trading latest U.S. film and T.V. related cereal boxes - contact Rick Harrop, 18 Royal Crescent, Willenhall, Coventry, England, CV3 3DZ.

Willie Wonka chocolate mold set - \$95; congo ring - \$40; Milton the Toaster magnet - \$22; Frankenberry and Count Chocula cups - \$15 each; Underdog springy - \$15; Jean LaFoote balloon car - \$10. Also: many Pebbles, Cap'n Crunch, Moonstones, Giggles, etc. David Gross - 908-246-1589. 76 Sicard Street, New Brunswick, NJ 08901. Woody Woodpecker bowl and cup, looks like carved out of a log with Walter Lance copy-right, \$50; Buffalo Bee Bowlhanger, opaque yellow, \$20. Call or write Bob, 908-505-8084, 1001 Longboat Ave, Beachwood, NJ 08722.

Lou Ann's Sale!

Baby Pee Wee Unedda 1966 Ex	\$8
Blue Troll elephant with rabbit fur hair	\$12
Boo Boo Knickerbocker (50's) rubber face, plush body w/ pink tie	\$30
Dr. Suess Thidwick Moose, plush	\$25
Heinz Ant or Oreo Cookies bendies	\$4.50 each
Kodak plush colorhins Ex (set of 5)	\$25
PeePul Pal storybook 1967 F	\$6
Scooby Doo night light	\$5
Smokey the Bear plush Dakin approx. 8" Ex	\$12
Three Pink Panther Bendies	\$10
Transformer bubble bath	\$5
Whamm-O Frisbee mint in rough bag	\$6

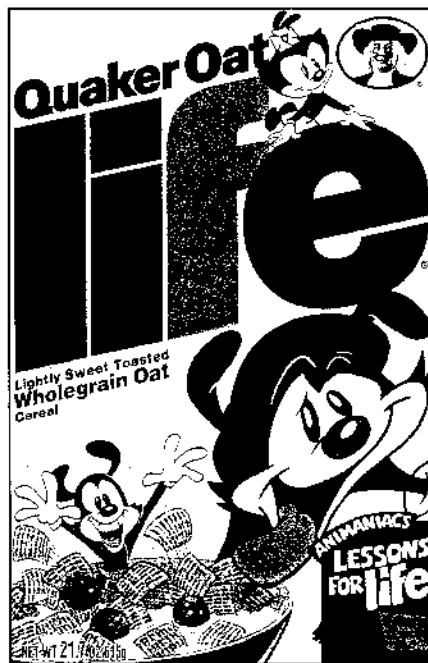
**Lou Ann Belmont
66 #2C Abbey lane
Newark, DE 19711
302-737-2707**

THE GNARLY NEW

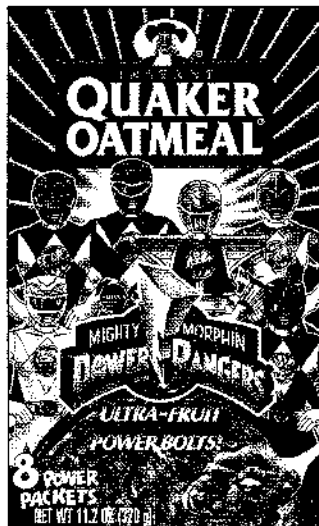
By Mikal

We are the envy of all future collectors! Contemporary cereal box collecting seems so obvious an opportunity that a list like this one reads like a primer. Just go to the store and buy the coolest boxes and what's the big deal? In fact, a few months from now when this article is "out of date" and this Magnet "back issue" pictures boxes that are no longer available from supermarkets, those readers will not have shared our opportunities. Don't be left out of the future. Buy now!

1. CINNAMON LIFE Animaniacs. Spielberg's wacky cartoon characters are featured on both LIFE and CINNAMON LIFE. A total of 12 character cards appear on the 4 different boxes (#1-#4). The inexpensive stop watch offer might be a product test for a solo cereal such as Quaker's TINY TOONS (1990), a similar Spielberg cartoon.

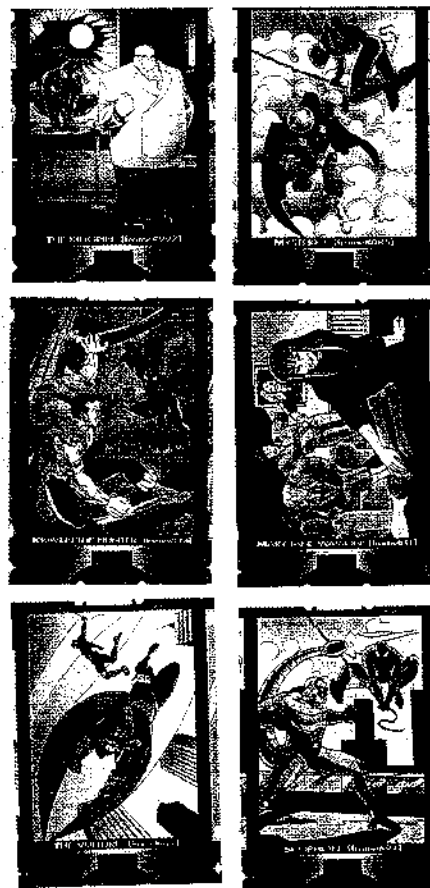


2. QUAKER INSTANT OATMEAL Power Rangers Bowl and Spoon offer. Saban Foods is placing Power Rangers on Nabisco crackers, cookies, its own line of Mac & Cheese, and Quaker's Cap'n Crunch. It's possible that Power Rangers are heading for their own solo cereal. If they get it, this will be a pre-solo box. Also, the bowl and spoon set looks really cool!



3. COOKIE CRISP SPIDER MAN Animated Series trading cards. This was on the last issue but for new reasons this time! As a premium, the box is offering one of the best mail-in offers in years! The six Spider-man trading cards are available only by mail! The millions of trading card collectors are going to be after these!

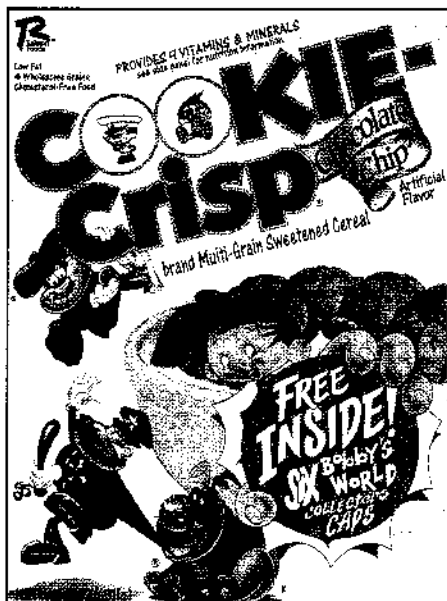
4. WHEATIES 75TH Anniversary NFL foil box. Normally a boring sport box, Wheaties new foil box is pretty cool! Like a shiny bead in a bowl of dull jock boxes, this one real-



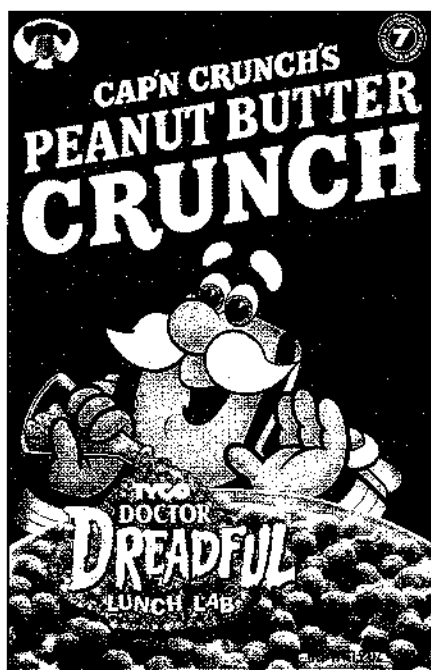
ly shines. Furthermore, it pictures a Superbowl champ 49er in the collage of football greats. (Limited distribution).

5. COOKIE CRISP Bobby's World cartoon show. The newest COOKIE

CRISP box features the cartoon characters all over the front of the box, inside the logo, and all across the back of the box! Very graphic! Howie Mandell, the comedian with blow-up glove back in the '80s, is doing the voice of Bobby. If Mandell can do anything close to Martin Short's Ed Grimley, or



Paul Ruben's Pee Wee Herman, with this Bobby character, the COOKIE CRISP is gold! If you're not certain, cut the UPC off this box, because the Spider-man cards require 2-Proof-of-Purchase labels!



6. CAP'N CRUNCH Dr. Dreadful Lunch Lab

RE-CAP OF LAST ISSUE'S GNARLY NEW:

1. **COOKIE CRISP SPIDER-MAN THE ANIMATED SERIES.**
2. **CAP'N CRUNCH POWER RANGERS MEGAZORD.**
3. **CORN FLAKES ALADDIN.**
4. **FRUIT LOOPS ALADDIN SPOON.**
5. **COUNT CHOCULA WOLF FOIL.**
6. **LIFE ANIMANIACS.**

A CEREAL BOX A DAY: KEEPS THE GLASS DEALERS AWAY

Kellogg's OK's FIZZIES

NET WT. 8 OZ.

"The best in oats"

OHhhh... I WANT THAT BOX

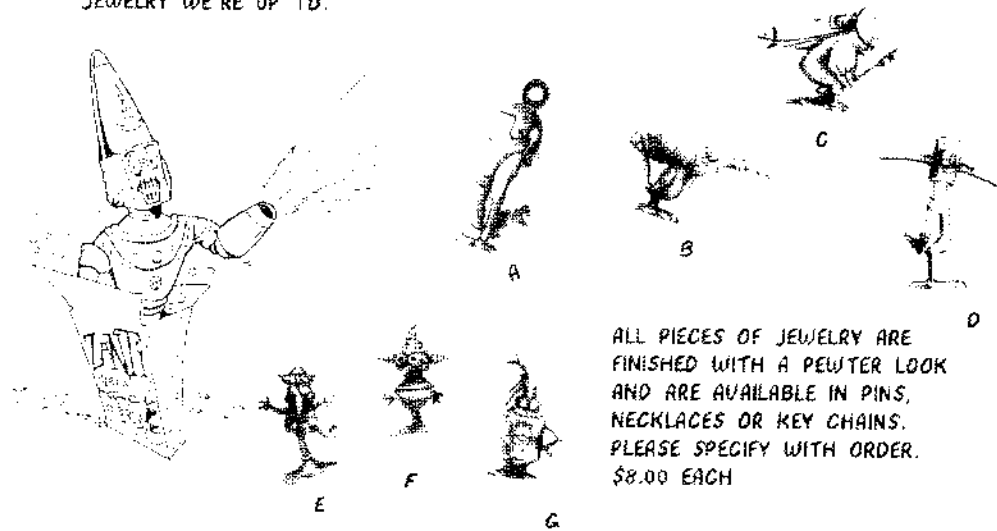
3089-C CLAIREMONT DR. #202
SAN DIEGO, CA 92117
DUANE DIMOCK
619-276-5253
WANT CEREAL PRIZES TOOOO

FUNNY FACE KOOL-AID PAKS

MR. WIGGLE

CEREAL BOXES

HERE ARE JUST SOME OF THE
STYLES OF CEREAL RELATED
JEWELRY WE'RE UP TO.



ALL PIECES OF JEWELRY ARE
FINISHED WITH A PEWTER LOOK
AND ARE AVAILABLE IN PINS,
NECKLACES OR KEY CHAINS.
PLEASE SPECIFY WITH ORDER.
\$8.00 EACH

OTHER STYLES NOT PICTURED AND
BASED ON ORIGINAL SCULPTURES.
\$8.00 EACH.

COUNT CHOCULA
FRANK-N-BERRY
BOO BERRY
QUISP
QUAKE
CAPT'N CRUNCH
FUNNY FACE CHOC CHERRY



ORDERING INFORMATION

- ALL ORDERS MUST TOTAL \$24.00 OR MORE. YOU CAN ORDER ANY COMBINATION OF ITEMS.
- PLEASE INDICATE AN ALTERNATIVE SELECTION. JUST IN CASE WE ARE BACK ORDERED ON A STYLE WE CAN STILL GET YOUR ORDER OUT QUICKLY.
- PLEASE MAKE CHECKS PAYABLE TO CHRIS ORLANDO.

OR PLEASE WRITE FOR A CATALOG.

ZANTI LTD.
701 N. MACQUESTEN PARKWAY
CEREAL BOX 130
MT. VERNON, NEW YORK 10552
(914) 665-0311

THE FREAKIE BAZAAR

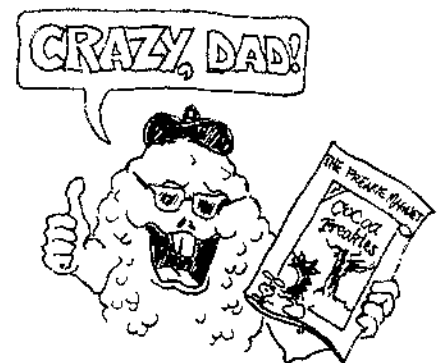
CHECK OUT THE LOW PRICES! Most items ONLY ONE or LIMITED quantity, so call for availability.

FREAKIES BAZAAR STUFF			OTHER CHARACTER COLLECTIBLES		
1	Airplanes (reproduction)	\$8	22	Bucky O'Hare, 2 Toads with spacecraft, all MIP	\$22
2	Figures	\$12	23	Burger King stuffed for cartoon version!	\$5
3	Freaky dolls	\$4	24	Ghostbusters I. giant coloring book (1988)	\$5
4	Iron-on patches (various call quick)	\$11	25	Ghostbusters show game pencil toppers (set of 3)	\$5
5	Magnets	\$10	26	Heavy Metal POCs, 100 in Heavy Metal container	\$30
6	Reproduction of Freakies Cereal boxes	\$20	27	Jetsons giant coloring book (1988)	\$2
7	Sewer patches (Hamnose or Cowmumble)	\$3	28	Jim's Stretch Armstrong in Battlebot M.B.	\$12
8	Silkies, set of 3 (1987)	\$6	29	Wood Cow dreamer from Whitley Industries	\$6
9	T-shirt with all the freakies (1987)	\$12	30	w/PC lot of 30+ pins, some RARE	\$14
10	Window Ornament (Boss Ross 1987)	\$6	31	Jim's Stretch Armstrong (1987)	\$4
HARD-TO-FIND CEREALS (price includes U.S. postage)			32	Nice Mr. Potato Head, 30s, no feet!	\$8
11	Quisp Cereal (if it's fresh)	\$6	33	Pea Wee's Farmhouse glossy school folders	\$4
12	King Williams Cereal (fresh & full)	\$6	34	Pondy figure (Bubble Blower) (1975)	\$2
CEREAL STUFF			35	Star Trek Collector's Series, James T. Kirk	\$25
13	Buffalo Bee cookie (red cow mangle)	\$4	36	Classic Star Trek Cow on Bridge	\$30
14	Capt'n Crunch boomarang	\$6	37	Slumpy Stuffed with suction cups	\$6
15	Capt'n Crunch candy	\$6	38	Rubber Halloween Masks	\$2
16	Capt'n Crunch and Soddy cardboard punchout	\$2	39	The Mask	\$2
17	Capt'n Crunch Soddy second on pencil topper (w/letter)	\$2	40	The Cryptkeeper	\$8
18	Capt'n Crunch st. Fed. (old style) (1979, C&G Co.)	\$10	41	Shrunken Apple Heads (made to order)	\$2
19	Capt'n Crunch paper desktop water (MIP)	\$2	42	Simpsons air fresheners	\$12 ea
20	Cocoa Puffs chocolate in shoe	\$7	43	Simpsons book covers (suitable for framing)	\$2 ea
21	Daffy Duck	\$12 ea	44	Shirts cover & article in "Hot Dog" magazine	\$4
22	Frosty-O's (Energy Three Flavors)	\$2	45	Solder Man & Doc Octopus giant coloring book (1988)	\$6
23	Grimm's Cereal sticker	\$2	46	Star Wars articles & cover in "Dynamite" magazine	\$4
24	Lucky Charms (golden carter)	\$2	47	Pop'n Fresh 3" vinyl figure	\$4
25	Wander cereal (w/old issues) (repro set of 6)	\$2	48	Mad Man (Stretch Armstrong's nemesis) MIP	\$12
26	Reproes number figures	\$2	49	Mad Man (stretch Armstrong)	\$12
27	Reproes number dinosaurs	\$2 ea	WANTED THE REAL GHOSTBUSTERS		
28	Quake Plasmate doll (awesomely snappy)	\$10	Buying Kenner "Real Ghostbusters" stuff but only if they're cheap. Call		
29	Sugar Bear Christmas figure (1993)	\$2			
30	Sugar Bear (old) (brown) (1987)	\$1			
31	Topik Rabbit (Rider) water (blue)	\$5			

Send MONEY ORDER payment to: Kevin Melsner
92B North Bedford Street, Arlington, VA 22201, 703-527-3485

HAVE FUN!

SEE YOU IN THE
SUMMER!





IN THE EARLY 1970'S I DISCOVERED TWO THINGS.



THE FIRST THING WAS TOTALLY INCREDIBLE.



SO WAS THE SECOND, ANGIE TAYLOR MY FIRST GIRLFRIEND AND FREAKIE FANATIC.



ANGIE IS ANOTHER STORY THOUGH. I HAD TO HAVE ALL 7 FREAKIES. UNFORTUNATELY IN THE NEXT 4 BOXES I GOT THE SAME FREAKIE... GOODY GOODY. YUCK!



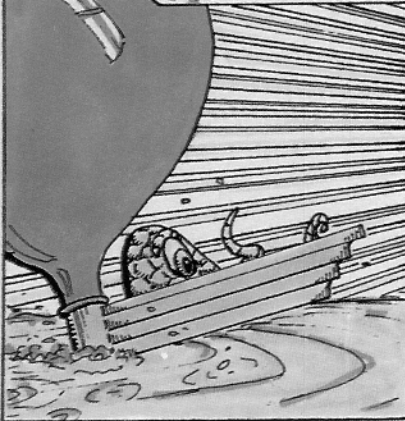
THERE WAS ONLY ONE THING LEFT TO DO!



NEXT CAME THE CARS!!! EVERY FREAKIE HAD ONE.



WHAT COULD HAVE TOPPED THE CARS? ONLY THE BOATS!! THEN CAME PATCHES, MAGNETS, FLIP & FLY, BICYCLE FLAGS AND RINGS. THEN IT JUST STOPPED..



THEN I DISCOVERED THE FREAKIE MAGNET AND THEN ALL THE MAGIC CAME BACK.
THANKS!
Eddie